

1983

MARLBORO LIGHTS 100'S BOX INTRODUCTION

2044369086

1984

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.	MARCH	APRIL
WEEK STARTS MONDAY	3 10 17 24 31	7 14 21 28	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	6 13 20 27	5 12 19 26	2 9 16 23 30
<u>PRODUCT/PACKAGING</u>																
• Packaging A&K to Production								X →								
• Production									X →							
• Due public warehouse										X						
• Due Wholesale										X						
• Sell-In Samples due Field										X						
<u>MANAGEMENT MATERIALS</u>																
• A&K to Production										X						
• Production											X XXX					
• Due NYO											X					
• Due Field											X					
<u>POS MATERIAL</u>																
• A&K to Production									X							
• Production									X XXXXX							
• Due Carlstadt										X						
• Due Field											X					
<u>SALES</u>																
• Mgmt. Meetings										X						
• Mgmt. Sell-In											X XXX X					
• Retail Meetings											X					
• Retail Coverage											X					
<u>ADVERTISING*</u>																
• Monthlies										C						
• Weeklies										C						
• ROP											C					
• 30 Sheet												P				
*Closing - C																
Insertion - I																
posting - P																